

POSITION DESCRIPTION

Marketing Communications Executive

OUR PURPOSE

City Recital Hall Limited was established as a not-for-profit company in 2015. Our world-class performance space is located in Angel Place in the heart of Sydney's laneway precinct.

We create exceptional live music experiences for our audiences and artists that reflect the acoustic quality and intimacy of City Recital Hall.

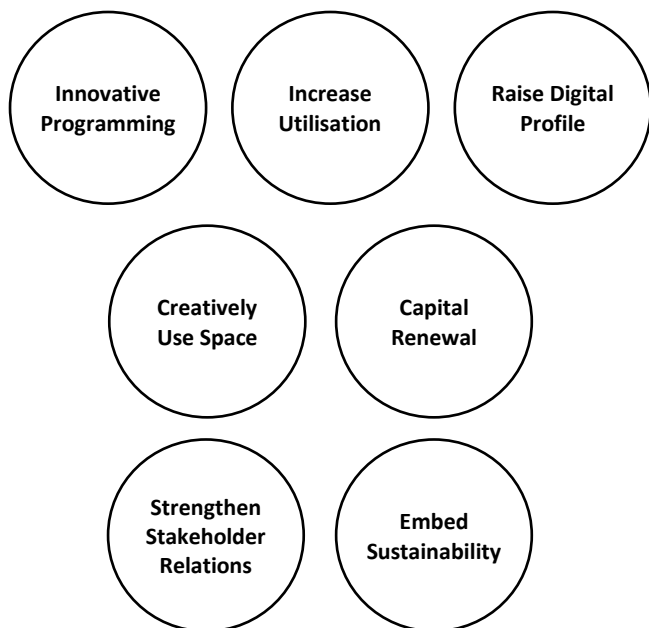
We welcome everyone with respect, joy and care.

We strive to achieve our cultural, social and economic potential as a landmark Sydney cultural destination.

Our Values

- **Connection** - we cherish the relationship between audiences and artists
- **Imagination** - we ignite bold creativity and innovation
- **Excellence** - we build trust through quality
- **Sustainability** - we aim to be cultural leaders for the future

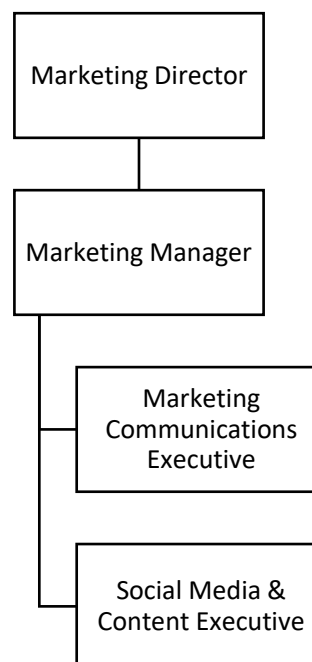
OUR STRATEGIC FOCUS AREAS



MY PURPOSE

The Marketing Communications Executive leads owned channel strategy and delivery, with a focus on CRM and email (automated and newsletters), website and on-site signage. The role is critical to getting events on-sale, allowing customers to purchase easily, and ensuring they have the correct show information ahead of attendance. The role also plays an important role in account service and contributes to philanthropic and membership outreach.

REPORTING LINE



KEY RELATIONSHIPS



POSITION DESCRIPTION**Marketing Communications Executive****MY RESPONSIBILITIES****Responsibilities****Duties**

- Work with the Marketing Manager to contribute to the annual review of the Marketing Strategy, including monthly reporting against KPIs, and per-campaign reporting.
- Schedule and deliver all owned channel marketing across website, email and digital signage activity.
- Lead the email (automated/triggered, solus edm and newsletters) marketing and customer service channels.
- Deliver all website updates, and manage the day-to-day relationship with website providers e.g. Bravo (web developers and designers) and Jellyfish (data analytics). Work with the Ticketing Specialist and Ticketing Manager to ensure the user experience from the website to ticketing platform is seamless and always functional.
- Manage all on-site digital signage.
- Work with the Social Media & Content Executive to ensure a cohesive approach between organic social media messaging, and the other owned channels delivered by the Marketing Communications Executive.
- When there is overflow work for web and newsletter channels, work with the Social Media & Content Executive to ensure deliverables are met.
- Collaborate with the Events and Programming team to ensure customer service communication is delivered in a timely and accurate manner, whether that be emails, website content or on-site using digital signage.
- Lead analytics and reporting across website and newsletter channels, measuring traffic, engagement and conversions.
- Project manage enhancements to owned channels e.g. working with Tessitura to better segment solus edm audiences.
- Sentiment reporting, particularly in regard to post-show surveys, public review platforms and opportunities to collect audience feedback on-site.
- Work with the Marketing Manager and Marketing Director on philanthropic outreach (e.g. tax-time appeals) and Membership sign-up drives.
- Provide leave cover for the Social Media & Content Executive, and partial leave cover to the Marketing Manager.

Performance Indicators

- Accuracy and timeliness of all website, email and digital signage content.
- Ensuring ticketholders always receive accurate show communication e.g. set times.
- Engagement and conversion rates on website and email content.
- Utilising data to drive marketing experience improvements for patrons, and increase revenue.
- Ensuring organisational adherence to privacy law related to website and email channels.

POSITION DESCRIPTION**Marketing Communications Executive****MY ATTRIBUTES, SKILLSET AND BEHAVIOUR****Criteria****Essential**

- Exceptional written communication skills, including the ability to create and adapt public-facing copy.
- Superior attention to detail, and proven track record of managing a high volume of concurrent owned channel campaigns.
- Advanced Wordfly experience (or equivalent email system).
- Intermediate to advanced Umbraco experience (or equivalent CMS).
- Intermediate to advanced experience with Google Analytics.
- Intermediate to advanced CRM experience, with Tessitura experience highly regarded.
- Intermediate Adobe Creative Suite and/or Canva experience.

Desirable

- Live entertainment industry experience.
- Experience with Signage Live or other digital signage systems.
- Experience with project / campaign management tools such as Monday.com.

Experience

- At least 3 years' experience in a mid-level marketing role with a focus on owned channels.

Attributes and Behaviours**Connection**

- Strengthen the relationship between audiences and CRH to drive visitation.

Imagination

- Develop new ways to engage audiences through owned channels.

Excellence

- Ensure an exceptional marketing communications experience for all hirers and artist teams.

Sustainability

- Leverage owned channels to drive revenue in a cost-efficient manner.

ACKNOWLEDGEMENT

I accept the position description as stated above and that the position description may need amending and updating periodically due to changes in responsibilities and organisational requirements. Changes to the position description will be consistent with the purpose for which the position was established.

Print Name:

Signature:

Date: